



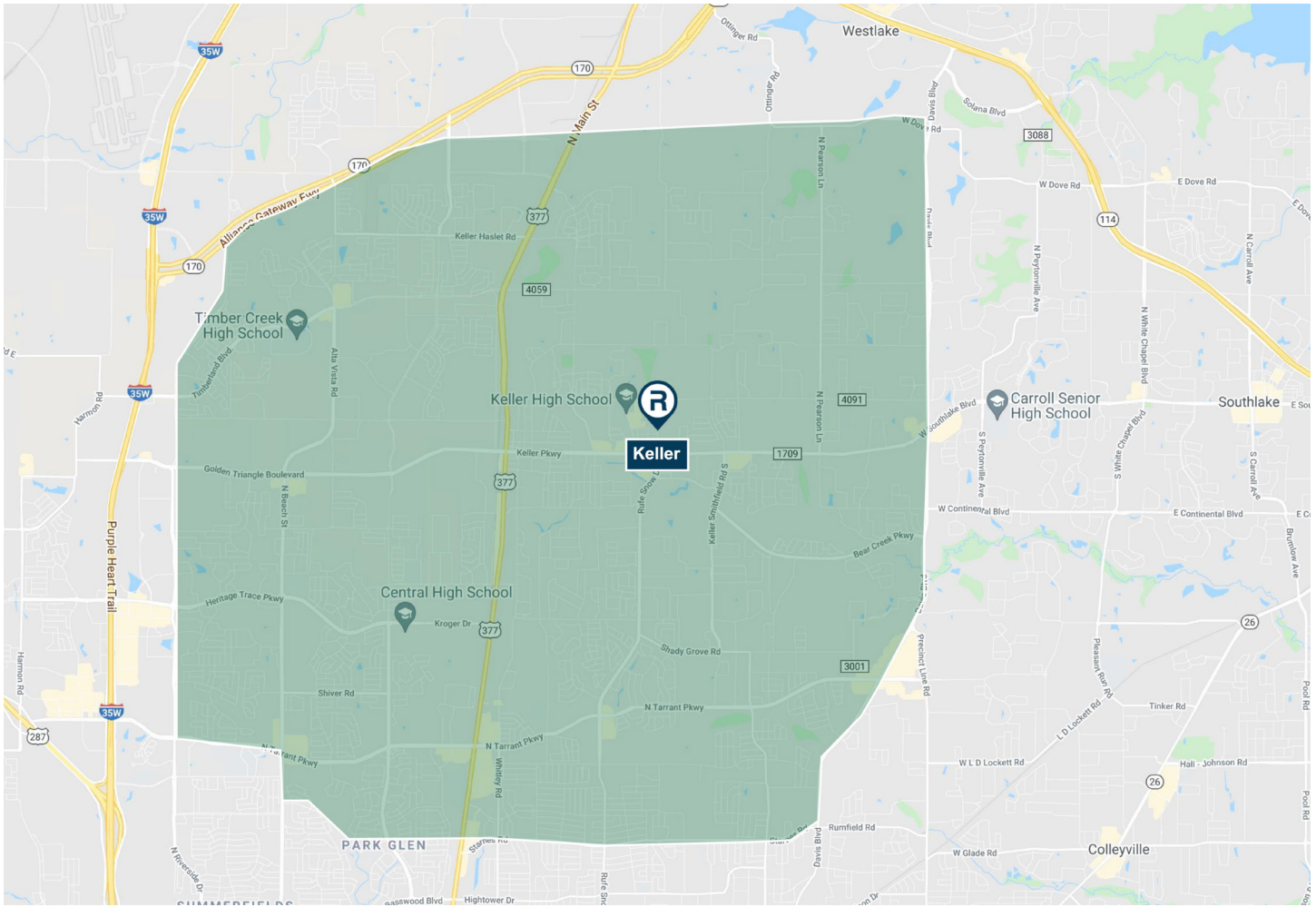
The**Retail**Coach.®

Primary Retail Trade Area Demographic Profile

KELLER, TEXAS

Prepared for City of Keller
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Primary Retail Trade Area



Prepared for:



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Primary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	170,409	
2022 Estimate	158,619	
2010 Census	122,484	
2000 Census	50,794	
Growth 2022 - 2027		7.43%
Growth 2010 - 2022		29.50%
Growth 2000 - 2010		141.14%
2022 Est. Population by Single-Classification Race	158,619	
White Alone	118,045	74.42%
Black or African American Alone	15,002	9.46%
Amer. Indian and Alaska Native Alone	784	0.49%
Asian Alone	12,262	7.73%
Native Hawaiian and Other Pacific Island Alone	301	0.19%
Some Other Race Alone	5,621	3.54%
Two or More Races	6,604	4.16%
2022 Est. Population by Hispanic or Latino Origin	158,619	
Not Hispanic or Latino	133,702	84.29%
Hispanic or Latino	24,917	15.71%
Mexican	17,036	68.37%
Puerto Rican	2,307	9.26%
Cuban	600	2.41%
All Other Hispanic or Latino	4,974	19.96%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	24,917	
White Alone	16,531	66.34%
Black or African American Alone	503	2.02%
American Indian and Alaska Native Alone	235	0.94%
Asian Alone	154	0.62%
Native Hawaiian and Other Pacific Islander Alone	38	0.15%
Some Other Race Alone	5,411	21.72%
Two or More Races	2,045	8.21%
2022 Est. Pop by Race, Asian Alone, by Category	12,262	
Chinese, except Taiwanese	814	6.64%
Filipino	1,814	14.79%
Japanese	37	0.30%
Asian Indian	3,004	24.50%
Korean	647	5.28%
Vietnamese	2,556	20.84%
Cambodian	52	0.42%
Hmong	98	0.80%
Laotian	626	5.11%
Thai	230	1.88%
All Other Asian Races Including 2+ Category	2,384	19.44%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	158,619	
Arab	23	0.02%
Czech	870	0.55%
Danish	584	0.37%
Dutch	1,641	1.03%
English	13,934	8.79%
French (except Basque)	2,531	1.60%
French Canadian	673	0.42%
German	17,436	10.99%
Greek	474	0.30%
Hungarian	461	0.29%
Irish	13,310	8.39%
Italian	5,689	3.59%
Lithuanian	84	0.05%
United States or American	8,535	5.38%
Norwegian	1,353	0.85%
Polish	2,979	1.88%
Portuguese	475	0.30%
Russian	697	0.44%
Scottish	3,003	1.89%
Scotch-Irish	1,994	1.26%
Slovak	202	0.13%
Subsaharan African	1,011	0.64%
Swedish	1,078	0.68%
Swiss	233	0.15%
Ukrainian	377	0.24%
Welsh	793	0.50%
West Indian (except Hisp. groups)	292	0.18%
Other ancestries	50,006	31.53%
Ancestry Unclassified	27,881	17.58%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	124,063	84.57%
Speak Asian/Pacific Island Language at Home	6,001	4.09%
Speak IndoEuropean Language at Home	4,002	2.73%
Speak Spanish at Home	11,435	7.79%
Speak Other Language at Home	1,193	0.81%

Primary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	158,619	
Age 0 - 4	11,924	7.52%
Age 5 - 9	11,624	7.33%
Age 10 - 14	12,269	7.74%
Age 15 - 17	7,509	4.73%
Age 18 - 20	6,764	4.26%
Age 21 - 24	8,992	5.67%
Age 25 - 34	21,285	13.42%
Age 35 - 44	19,766	12.46%
Age 45 - 54	22,633	14.27%
Age 55 - 64	19,554	12.33%
Age 65 - 74	10,659	6.72%
Age 75 - 84	4,319	2.72%
Age 85 and over	1,320	0.83%
Age 16 and over	120,333	75.86%
Age 18 and over	115,293	72.69%
Age 21 and over	108,528	68.42%
Age 65 and over	16,299	10.28%
2022 Est. Median Age		34.49
2022 Est. Average Age		35.70
2022 Est. Population by Sex	158,619	
Male	77,300	48.73%
Female	81,318	51.27%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	77,300	
Age 0 - 4	6,133	7.93%
Age 5 - 9	5,928	7.67%
Age 10 - 14	6,169	7.98%
Age 15 - 17	3,793	4.91%
Age 18 - 20	3,466	4.48%
Age 21 - 24	4,562	5.90%
Age 25 - 34	10,261	13.27%
Age 35 - 44	9,178	11.87%
Age 45 - 54	10,869	14.06%
Age 55 - 64	9,615	12.44%
Age 65 - 74	5,004	6.47%
Age 75 - 84	1,874	2.42%
Age 85 and over	448	0.58%
2022 Est. Median Age, Male		33.30
2022 Est. Average Age, Male		34.96
2022 Est. Female Population by Age	81,318	
Age 0 - 4	5,791	7.12%
Age 5 - 9	5,696	7.00%
Age 10 - 14	6,100	7.50%
Age 15 - 17	3,717	4.57%
Age 18 - 20	3,298	4.06%
Age 21 - 24	4,430	5.45%
Age 25 - 34	11,024	13.56%
Age 35 - 44	10,588	13.02%
Age 45 - 54	11,764	14.47%
Age 55 - 64	9,938	12.22%
Age 65 - 74	5,655	6.95%
Age 75 - 84	2,445	3.01%
Age 85 and over	872	1.07%
2022 Est. Median Age, Female		35.57
2022 Est. Average Age, Female		36.39

Primary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	30,276	24.65%
Males, Never Married	15,113	12.31%
Females, Never Married	15,163	12.35%
Married, Spouse present	74,945	61.03%
Married, Spouse absent	3,305	2.69%
Widowed	4,315	3.51%
Males Widowed	750	0.61%
Females Widowed	3,565	2.90%
Divorced	9,961	8.11%
Males Divorced	3,798	3.09%
Females Divorced	6,163	5.02%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,302	1.31%
Some High School, no diploma	2,548	2.56%
High School Graduate (or GED)	15,994	16.07%
Some College, no degree	19,800	19.89%
Associate Degree	8,401	8.44%
Bachelor's Degree	35,754	35.92%
Master's Degree	12,609	12.67%
Professional School Degree	1,678	1.69%
Doctorate Degree	1,451	1.46%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,049	8.07%
High School Graduate	2,299	17.69%
Some College or Associate's Degree	4,551	35.02%
Bachelor's Degree or Higher	5,096	39.21%
Households		
2027 Projection	54,005	
2022 Estimate	50,629	
2010 Census	40,499	
2000 Census	16,450	
Growth 2022 - 2027		6.67%
Growth 2010 - 2022		25.01%
Growth 2000 - 2010		146.19%
2022 Est. Households by Household Type	50,629	
Family Households	41,765	82.49%
Nonfamily Households	8,864	17.51%
2022 Est. Group Quarters Population	466	
2022 Households by Ethnicity, Hispanic/Latino	6,183	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	50,629	
Income < \$15,000	1,315	2.60%
Income \$15,000 - \$24,999	1,010	2.00%
Income \$25,000 - \$34,999	1,256	2.48%
Income \$35,000 - \$49,999	2,571	5.08%
Income \$50,000 - \$74,999	5,482	10.83%
Income \$75,000 - \$99,999	6,774	13.38%
Income \$100,000 - \$124,999	6,176	12.20%
Income \$125,000 - \$149,999	5,231	10.33%
Income \$150,000 - \$199,999	7,899	15.60%
Income \$200,000 - \$249,999	4,628	9.14%
Income \$250,000 - \$499,999	5,179	10.23%
Income \$500,000+	3,107	6.14%
2022 Est. Average Household Income		\$167,599
2022 Est. Median Household Income		\$128,242
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$131,216
Black or African American Alone		\$123,248
American Indian and Alaska Native Alone		\$91,756
Asian Alone		\$123,607
Native Hawaiian and Other Pacific Islander Alone		\$54,379
Some Other Race Alone		\$87,160
Two or More Races		\$134,173
Hispanic or Latino		\$119,170
Not Hispanic or Latino		\$129,867
2022 Est. Family HH Type by Presence of Own Child.	41,765	
Married-Couple Family, own children	21,276	50.94%
Married-Couple Family, no own children	14,269	34.17%
Male Householder, own children	1,124	2.69%
Male Householder, no own children	669	1.60%
Female Householder, own children	2,939	7.04%
Female Householder, no own children	1,488	3.56%
2022 Est. Households by Household Size	50,629	
1-person	6,978	13.78%
2-person	13,531	26.73%
3-person	10,182	20.11%
4-person	10,863	21.46%
5-person	5,909	11.67%
6-person	2,179	4.30%
7-or-more-person	986	1.95%
2022 Est. Average Household Size		3.13

Primary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	50,629	
Households with 1 or More People under Age 18:	26,622	52.58%
Married-Couple Family	21,920	82.34%
Other Family, Male Householder	1,273	4.78%
Other Family, Female Householder	3,294	12.37%
Nonfamily, Male Householder	109	0.41%
Nonfamily, Female Householder	26	0.10%
Households with No People under Age 18:	24,007	
Married-Couple Family	13,622	56.74%
Other Family, Male Householder	520	2.17%
Other Family, Female Householder	1,138	4.74%
Nonfamily, Male Householder	3,873	16.13%
Nonfamily, Female Householder	4,853	20.21%
2022 Est. Households by Number of Vehicles	50,629	
No Vehicles	1,009	1.99%
1 Vehicle	8,965	17.71%
2 Vehicles	26,268	51.88%
3 Vehicles	9,676	19.11%
4 Vehicles	3,590	7.09%
5 or more Vehicles	1,120	2.21%
2022 Est. Average Number of Vehicles		2.2
Family Households		
2027 Projection	44,523	
2022 Estimate	41,765	
2010 Census	33,526	
2000 Census	14,393	
Growth 2022 - 2027		6.60%
Growth 2010 - 2022		24.57%
Growth 2000 - 2010		132.93%
2022 Est. Families by Poverty Status	41,765	
2022 Families at or Above Poverty	40,872	97.86%
2022 Families at or Above Poverty with Children	22,270	53.32%
2022 Families Below Poverty	893	2.14%
2022 Families Below Poverty with Children	421	1.01%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	84,143	69.92%
Civilian Labor Force, Unemployed	3,164	2.63%
Armed Forces	125	0.10%
Not in Labor Force	32,901	27.34%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	84,303	
For-Profit Private Workers	62,761	74.45%
Non-Profit Private Workers	4,728	5.61%
Local Government Workers	2,013	2.39%
State Government Workers	1,845	2.19%
Federal Government Workers	6,261	7.43%
Self-Employed Workers	6,558	7.78%
Unpaid Family Workers	137	0.16%
2022 Est. Civ. Employed Pop 16+ by Occupation	84,303	
Architect/Engineer	2,692	3.19%
Arts/Entertainment/Sports	1,137	1.35%
Building Grounds Maintenance	914	1.08%
Business/Financial Operations	7,749	9.19%
Community/Social Services	1,312	1.56%
Computer/Mathematical	3,612	4.29%
Construction/Extraction	1,403	1.66%
Education/Training/Library	6,538	7.75%
Farming/Fishing/Forestry	21	0.03%
Food Prep/Serving	3,752	4.45%
Health Practitioner/Technician	4,488	5.32%
Healthcare Support	1,211	1.44%
Maintenance Repair	3,035	3.60%
Legal	1,073	1.27%
Life/Physical/Social Science	560	0.66%
Management	14,101	16.73%
Office/Admin. Support	9,039	10.72%
Production	2,150	2.55%
Protective Services	1,510	1.79%
Sales/Related	9,711	11.52%
Personal Care/Service	2,069	2.45%
Transportation/Moving	6,227	7.39%
2022 Est. Pop 16+ by Occupation Classification	84,303	
White Collar	62,012	73.56%
Blue Collar	12,814	15.20%
Service and Farm	9,477	11.24%
2022 Est. Workers Age 16+ by Transp. to Work	83,524	
Drove Alone	69,959	83.76%
Car Pooled	5,337	6.39%
Public Transportation	186	0.22%
Walked	659	0.79%
Bicycle	71	0.09%
Other Means	574	0.69%
Worked at Home	6,738	8.07%

Primary Retail Trade Area • Demographic Profile

Keller, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,296	
15 - 29 Minutes	25,137	
30 - 44 Minutes	23,106	
45 - 59 Minutes	9,288	
60 or more Minutes	6,654	
2022 Est. Avg Travel Time to Work in Minutes		32
2022 Est. Occupied Housing Units by Tenure	50,629	
Owner Occupied	42,337	83.62%
Renter Occupied	8,292	16.38%
2022 Owner Occ. HUs: Avg. Length of Residence		11.40%
2022 Renter Occ. HUs: Avg. Length of Residence		5.25%
2022 Est. Owner-Occupied Housing Units by Value	50,629	
Value Less than \$20,000	154	0.36%
Value \$20,000 - \$39,999	114	0.27%
Value \$40,000 - \$59,999	66	0.16%
Value \$60,000 - \$79,999	67	0.16%
Value \$80,000 - \$99,999	75	0.18%
Value \$100,000 - \$149,999	754	1.78%
Value \$150,000 - \$199,999	2,509	5.93%
Value \$200,000 - \$299,999	11,307	26.71%
Value \$300,000 - \$399,999	11,280	26.64%
Value \$400,000 - \$499,999	7,043	16.64%
Value \$500,000 - \$749,999	5,810	13.72%
Value \$750,000 - \$999,999	2,112	4.99%
Value \$1,000,000 or \$1,499,999	609	1.44%
Value \$1,500,000 or \$1,999,999	207	0.49%
Value \$2,000,000+	231	0.55%
2022 Est. Median All Owner-Occupied Housing Value		\$351,725
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	46,392	88.31%
1 Unit Attached	601	1.14%
2 Units	118	0.23%
3 or 4 Units	764	1.45%
5 to 19 Units	1,645	3.13%
20 to 49 Units	640	1.22%
50 or More Units	1,464	2.79%
Mobile Home or Trailer	890	1.69%
Boat, RV, Van, etc.	17	0.03%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	9,931	18.91%
Housing Units Built 2010 to 2014	3,657	6.96%
Housing Units Built 2000 to 2009	22,168	42.20%
Housing Units Built 1990 to 1999	8,401	15.99%
Housing Units Built 1980 to 1989	5,407	10.29%
Housing Units Built 1970 to 1979	2,366	4.50%
Housing Units Built 1960 to 1969	250	0.48%
Housing Units Built 1950 to 1959	146	0.28%
Housing Units Built 1940 to 1949	69	0.13%
Housing Unit Built 1939 or Earlier	136	0.26%
2022 Est. Median Year Structure Built		2004

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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